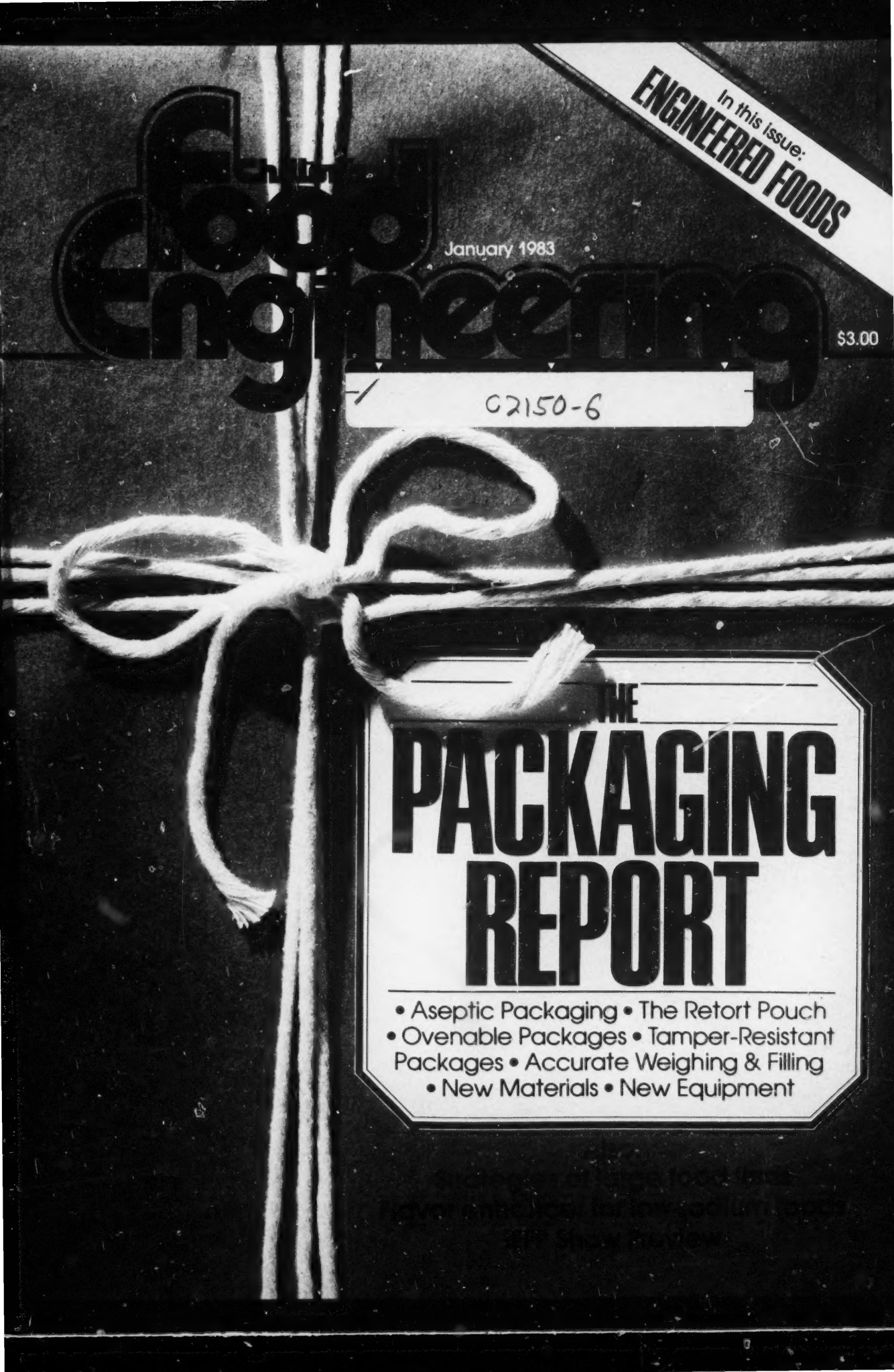
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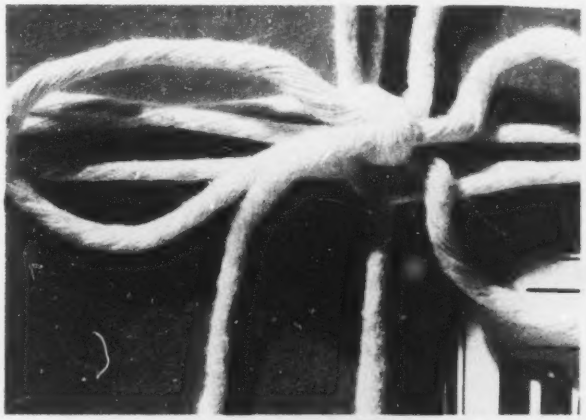
THE PACKAGING REPORT: You name it and there probably was a new version of it at Pack Expo '82 in November. Here's a look at some of the developments and trends spotted by *Food Engineering's* editors. **PAGE 73**

GENERAL MILLS TRIES ASEPTIC: A line of aseptically-packaged juices in five flavors is being tested by General Mills under the "Nature Valley" brand. **PAGE 35**



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IN-LINE MIXER: The tough blending job of mixing tomato paste and water is handled beautifully with this motionless, in-line mixer.

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LOW SODIUM: A new yeast-based flavoring masks the bitterness of KC1 and allows sodium reductions of up to 90%.

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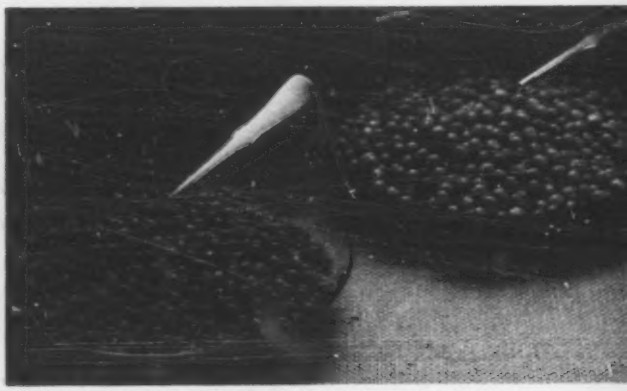

PEAS STAY GREENER IN NEW CAN: That fresh look for peas is retained throughout retorting and storage with a new interior coating for cans. It helps stabilize the chlorophyll in the product.

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USDA cites food choice changes

USDA has just completed tabulations on its 1977 Nationwide Food Consumption Survey. The agency says that, "Some of the changes in food consumption may reflect a concern about caloric intake," noting that there was a 30 percent decrease in consumption of whole milk, compared with a 341 percent increase in fluid skim and low-fat milk consumption.

USDA's Consumer Nutrition Center said in the report that consumers were eating a greater variety and quantity of fresh fruits and vegetables, juices, yogurt, nuts, and honey in 1977 than in 1965. There was also a decrease during the same period in consumption of fats and oils, bakery products, flour and cereals, and sugar and sweets.

Soft drink consumption, the study noted, increased from 23 ounces per person per week in 1965 to 31 ounces in 1977. Alcoholic beverage use also increased from 10 to 14 ounces per person per week. Data in the accompanying chart is drawn from the USDA survey.

The 296-page report, "Food Consumption: Households in the United States, Spring 1977, Nationwide Food Consumption Survey 1977-78, Report No. 1," stock number 001-000-04293-9, is for sale for $8.50 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Processors urged to market overseas

Chairman of the House Agriculture Committee, Kika de la Garza (D-Tex.), is urging aggressive marketing efforts by private American food processors and producers if they wish to play an increasing role in developing the world market for farm products.

De la Garza's comments came after his visit to the 10th International Food Products Exposition in Paris, a food promotion forum which was the largest food trade show in Europe this year. Many of the U.S. participants were showing and pushing for sales of "high value" products including processing foods, fruits, vegetables and fish. The fish products included farm-raised catfish.

"Of course, it is important to continue to campaign to expand exports of basic products like corn, soybeans cotton and other crops which bring our farmers billions of dolars each year. But there is also a big potential market in many countries for a wide variety of ready-to-use foods like meat and poultry products, fruits vegetables and convenience foods. Our country should be getting its fair share of that market, and what I found in Paris indicates that American producers and processors intend to go after that fair share," de la Garza said.

The Agriculture Committee Chairman said the U.S. government should encourage more progress in exports of high value foods along with its efforts to expand basic crop exports. He said, "Anything we can do to expand total exports is helpful in our effort to bring farm income up from the current depressed level."

De la Garza met in Paris with European officials and with French private food industry leaders, and urged them to work toward compromise solutions for current trade disputes between the U.S. and the European Common Market.

"We face some extremely serious issues, including the questions of Common Market export subsidies and their impact on American producers in world markets. It will be to everyone's benefit if we can get fair solutions to these problems without a trade war which might hurt everybody," de la Garza said.

What are Americans eating?

Food item	Quantity per person per week in 1977 (pounds)	Change from 1965 (percent)
Increased use:		
Yogurt	0.081	+440
Skim, lowfat milk	1.712	+341
Frozen fruit, fresh fruit juice	.265	+ 91
Turkey	.094	+ 81
Nuts (shelled-weight)	.046	+ 44
Alcoholic beverages	.952	+ 40
Soft drinks	2.133	+ 38
Breakfast cereal, cold	.327	+ 36
Fruit ades, punches, drinks	.410	+ 33
Decreased use:		
Evaporated milk	.073	− 61
Butter	.061	− 52
Shortening	.096	− 47
Coffee	.134	− 41
Canned fruit	.283	− 41
Nonfat dry milk	.026	− 35
Flour	.315	− 34
Breakfast cereal, hot	.057	− 32
Dried fruit	.022	− 27
Sugar	.521	− 26
Jelly, jam	.102	− 26
Bread	.992	− 25
Potatoes, white, fresh	1.081	− 25

Data is drawn from a recently released USDA food consumption survey, with a comparison with data from a similar survey 12 years earlier.

Food prices to ease in '83

USDA sees lower food price inflation in 1983. Food prices last year were up only 4.5 percent—the smallest annual gain since 1976—but the news next year may be even better. Abundant supplies of farm products, stagnant consumer incomes and moderating costs of processing and marketing food have helped slow the annual price increases since 1979, says the agency.

"A similar situation should prevail next year. The general inflation rate is likely to slow further, limiting the rise in food processing and distribution costs. On the whole, larger food supplies will tend to offset somewhat stronger demand by consumers as the economy improves," says Deputy Assistant Secretary J. Dawson Ahalt. "Thus, overall retail food prices are likely to increase in the range of 3 to 6 percent."

Ahalt made his comments at USDA's recent annual outlook conference. "Next year is expected to be an-

(Continued on page 29)